

## WorldBlu Announces The WorldBlu Forum 2005

*Premier Conference on Organizational Democracy  
For Next Generation Business Leaders Happening in Washington, DC*

**Washington, DC – July 14, 2005.** WorldBlu, the premier leadership and business design studio in organizational democracy and freedom-centered leadership, announced today it will host a conference October 26-29, 2005 in Washington, DC, at the Mandarin Oriental Hotel for next generation business leaders on the topic of organizational democracy and its application to the business world.

The conference, called ***The WorldBlu Forum: Rewriting the Rules of Business for a Democratic Age***, is an event like no other – pairing highly successful CEOs, pioneers, mavericks, and visionaries with the next generation of business leaders, ages 40 and younger, who are shaping our world. The WorldBlu Forum is a unique opportunity for these next generation leaders to connect with extraordinary thinkers and leaders, engage with cutting-edge ideas, and leave with the tangible take-always to go back and reinvent their own piece of the world.

“The next generation of business leaders is about to take the helm to lead new or existing businesses in an extraordinarily different world than our predecessors,” explains Traci Fenton, Founder and CEO of WorldBlu. “The conference is designed to equip this growing, yet under-nourished, segment of thought leaders with the business design and leadership models they’ll need to succeed.”

The WorldBlu Forum 2005 speakers are CEOs of democratic companies, thought-leaders, authors, futurists, and visionaries. Participating speakers include the CEOs of multi-million dollar democratic companies such as Great Harvest Bread company, Motek, Kjaer Group in Denmark, the GE jet-engine plant in North Carolina, and First National Bank in South Africa; the former prime minister of Estonia, Mart Laar; the former head of Southwest University for Southwest Airlines, Rita Bailey; Dan Pink, best-selling author of *A Whole New Mind* and contributor to *Wired* magazine; Producer and Director of *The Take*, Avi Lewis; futurist and former MIT professor, Elisabeth Sahtouris; Andrei Cherny, the youngest White House speechwriter in American history; Graham Parker of the conductorless and Grammy-award winning Orpheus Chamber Orchestra in New York City; as well as 30 others.

“Our goal is to bring together the top thinkers in the arena of organizational democracy to ignite a passion for organizational democracy and freedom-centered leadership among next generation business leaders,” comments Fenton. “The vision of the conference is to inspire the building of 1000 democratic companies around the world by 2020.”

Interested participants can find out more and register now for the WorldBlu Forum 2005 at: [www.worldblu.com](http://www.worldblu.com). Space is limited.

### **About WorldBlu, Inc.**

WorldBlu, Inc. is a Washington, DC-based leadership and business design studio specializing in organizational democracy and freedom-centered leadership. WorldBlu works with CEOs and executive teams to design, develop, and lead the most successful democratic companies in the world. WorldBlu’s approach is principle-based, freedom-centered, and results-driven. For more information, visit the WorldBlu website at: [www.worldblu.com](http://www.worldblu.com).

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